

Claim Listing:

Claims 18-34 are pending. Claim 26 has been amended.

1-17. (Canceled)

18. (Previously submitted) A computer system for gathering data to be used in scripting, directing, writing, or producing a show, comprising:

means for sending an electronic query to a member of a test audience, wherein said query elicits an electronic feedback message;

means for receiving said feedback message; and

means for electronically transmitting data comprising said feedback message, wherein said data is electronically analyzed and utilized in development of said show.

19. (Previously submitted) The system of claim 18 wherein said show comprises a television or online series of situational comedies, episodic shows, or soap operas.

20. (Previously submitted) The system of claim 18 wherein said means for sending is operable to send at least one of: streaming media, non-streaming online media, and television video data.

21. (Previously submitted) The system of claim 18 wherein said query is part of a plurality of queries structured in a multi-tiered manner based on when a tier of questions can be incorporated into said story.

22. (Previously submitted) The system of claim 18 wherein said query is used in conjunction with an additional tier of such queries that can be immediately incorporated into a television show production.

23. (Previously submitted) The system of claim 18 wherein said transmitting and receiving are performed via the Internet.

24. (Previously submitted) The system of claim 18 wherein said feedback message is received from one or more viewer portals.

25. (Previously submitted) The system of claim 18 wherein said data is transmitted to one or more of: advertisers, producers, directors, writers, broadcasters, and studios.

26. (Currently amended) The system of claim 18 wherein said feedback message is in a form operable to be incorporated into the script of a show scheduled for broadcast within seven days.

27. (Previously submitted) The system of claim 18 wherein said query is tailored to elicit a feedback message configured engender viewership.

28. (Previously submitted) The system of claim 18 wherein said query comprises a prequel-mercial.

29. (Previously submitted) The system of claim 28 wherein said prequel-mercial is configured to enable non-temporally limited feedback.

30. (Previously submitted) The system of claim 28 wherein said prequel-mercial is configured to garner feedback for initial episodes.

31. (Previously submitted) The system of claim 28 wherein said prequel-mercial is configured to educate an audience about said show.

32. (Previously submitted) The system of claim 28 wherein said prequel-mercial is configured to promote said show.

33. (Previously submitted) The system of claim 28 wherein said prequel-mercial is configured to provide portions of a storyline that are supportive of said show.

34. (Previously submitted) The system of claim 33 wherein said prequel-
mercial comprises product placement advertisement within said storyline.